

Indepay adding to new dimension of retail boom

by MarketFlash Bureau Mumbai

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Adding a whole new dimension to the retail boom and consumer buying experience of diverse products and services, Indepay Networks launched Indepay- the first-of-its-kind retail distribution and payment network.

As per the vendor, Indepay is a singular solution to multiple purchases and payment requirements of the consumer. Through this service, the buyers can currently procure goods and utility services starting with mobile top up at the next-door retailer. The customers can make both cash and cashless payments to any Indepay enabled merchant instantaneously to avail a wide range of goods and services. Through its proprietary platforms, Indepay creates a network of merchants, telcos, banks and online aggregators. This creates an ecosystem that allows consumers to purchase various goods and services available 'online' at the traditional retail store.

On this occasion of Indepay Foundation Summit, Rajib Saha, President and Chief Executive Officer – IndePay, said “Indepay shall empower our society as a whole by giving unmatched freedom and convenience to consumers in terms of purchasing while enabling retailers the chance to grow on the strength of new services and revenue streams.” He added, “Indepay will reach the un-reached, connect the un-connected and bank the un-banked.”

Similarly Sukanta Dey, Executive Vice President and Chief Marketing Officer, Indepay, said, “The Indepay network will create an unprecedented ecosystem wherein consumers can access a full range of E-goods and services through traditional retail.”

In the first phase, Indepay terminals would be deployed and activated in the top sixty three towns in India, which has more than five hundred thousand population, with the objective to introduce a new service every month leading to a whole new world of ease, comfort, convenience and value for consumers.

TTSL, Euronet, Forbes India, Ferns-n-petals, Pine Labs, FINO, Sulabh International, Flightraja, Yatra, Flextronics, Vishay, Texas Instrument, Magtek, Freescale and NXP have partnered to make Indepay a neighborhood success.